What is claimed is:

1. Dyes of the general formula (1):

$$R^2$$
 N
 R^1
 OH
 $(SO_3M)_v$
 OU
 SO_2Z
 SO_3M
 SO_3M
 SO_3M
 SO_3M
 SO_3M

5 where

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M is hydrogen, alkali, ammonium or the equivalent of an alkaline earth metal ion,

v is 0 or 1 and

Z is $-CH=CH_2$ or $-CH_2CH_2Z^1$,

where

Z¹ is hydroxyl or an alkali-detachable group, and

 R^1 is hydrogen or C_1 - C_4 -alkyl;

R² is a moiety of the general formulae (2), (3), (4) or (5)

where

15 T¹ is hydrogen, methyl, fluorine or chlorine,

T² is hydrogen, fluorine or chlorine with the proviso that T² and T¹ are not both hydrogen;

T³ is hydrogen, fluorine or chlorine;

A is C₁ to C₄-alkyl which may be substituted by up to two substituents selected from the group consisting of chloro, bromo, hydroxyl and carboxyl, C₂ to C₄ alkenyl which may be substituted by up to two substituents from the group consisting of chloro, bromo and hydroxyl, or phenyl,

- L is phenylene or naphthalene, which may be substituted by up to two substituents selected from the group consisting of chloro, bromo, hydroxyl, C₁ to C₄-alkyl especially methyl, ethyl, sulfo and cyano, or else is a C₂ to C₆ alkylene;
- Z is $-CH=CH_2$, $-CH_2CH_2Z^1$, where Z^1 is hydroxyl or an alkali-detachable group.

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- 10 2. Dyes as claimed in claim 1 wherein R² is a moiety of the general formula (4).
 - 3. Dyes as claimed in claim 1 or 2 wherein v is 0.
- 4. Dyes as claimed in at least one of claims 1 to 3 wherein the SO₂Z group is meta to the azo group.
 - 5. Dyes as claimed in at least one of claims 1 to 4, wherein R² is a CH₃CO-radical.
- 20 6. The process for preparing compounds as claimed in claim 1 by diazotization of a substituted aromatic amine of the general formula (6)

(6)

and coupling onto the substituted aminonaphthol of the general formula (7)

$$(MO_3S)$$
 NH_2
 SO_3M

and subsequent diazotization of the resulting aminomonoazo dye of the general formula (8)

$$(MO_3S)$$
 NH_2
 SO_3M
 SO_2Z
 SO_3M
 SO_3M

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and coupling at a pH of 6 to 9, onto the terminal coupling component of the general formula (9)

$$R^1$$
 R^2 OH SO_3M (9)

- followed by a subsequent coppering reaction with copper sulfate pentahydrate.
 - 7. The use of the dyes claimed in at least one of claims 1 to 6 for dyeing or printing hydroxyl- and/or carboxamido-containing material, preferably fiber material.
- 15 8. A process for dyeing or printing hydroxyl- and/or carboxamido-containing material, preferably fiber material, by applying one or more dyes in dissolved form to the material and fixing the dye or dyes on the material by means of heat

or with the aid of an alkaline agent or by means of both measures, which comprises using dyes comprising at least one of claims 1 to 5.

9. A dye preparation comprising a dye as claimed in at least one of claims 1 to 6.

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Water-soluble fiber-reactive dyes, preparation thereof and use thereof

Dyes of the general formula (1):

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$$R^2$$
 R^1
 R^1
 R^2
 R^1
 R^2
 R^1
 R^2
 R^1
 R^2
 R^2
 R^2
 R^3
 R^4
 R^4

where R^1 , R^2 , M, Z, v and x are each as defined in claim 1, their preparation and their use for dyeing or printing hydroxyl- and/or carboxamido-containing material, preferably fiber material.